

Message Text

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FOR COMMERCE OIM/HEARN

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TAGS; BEXP

SUBJECT: SCIENTIFIC INSTRUMENTS EXHIBITION

1. SCIENTIFIC INSTRUMENTS EXHIBITION RTDO-OFFSITE

2. AMERICAN UNIVERSITY BEIRUT, DECEMBER 11-14

3. 14

4. \$40,210

5. A) NTM

\$332,000 SIX FIRMS INCLUDING FRIGITRONICS, PHOTO RESEARCH
ANDITRACOR WIOH NEW AGENTS LESS THAN SIXMONTHS.

I B) 13 EXHIBITORS PROJECTION \$664,000 TWELVE MONTHS

6. 3 - HELENA, NATIONAL AND ORION

7. 3

8. NIL

OM ESTIMATED TOTAL ATTENDANCE 1200 INCLUDING 434 REGIUTERED
TRADE VISITORS FROM 17 COUNTRIES INCLUDING 8 TO WHICH RTDO
PROMOTION PARTICULARLY DIRECTED.

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10. COMMENTS:

A. EXHIBITORS BASICALLY SATISFIED WITH SHOW RESULTS HAVING ACHIEVED PRIMARY OBJECTIVES. ALL THREE NTM EXHIBITORS APPOINTED AGENTS DURING SHOW. OTHER THREE NTE EXHIBITORS, WITH NEWLY APPOINTED AGENTS, REPORTED EXHIBITION IDEAL VEHICLE FOC INTRODUCING SUCH SOPHISTICATED AND HIGHLY SPECIALIZED EQUIPMENT. PROJECTED SALES SUBSEQUENT 12 MONTHS BY NTM SIX EXHIBITORS \$332,000 OUT OF W TOTAL \$644,000 FOR 13 EXHIBITORS (50 PERCENT). SEVEN OVERSEAS REPS FOR TOTAL 14 EXHIBITORS ATTENDING SHOW DEFINITELY ENHANCED LEVEL OF SHOW PRESENTATION.

B. RTDO'S FIRST OFFSITE EXHIBITION DREW UNANIMOUS ACCLAIM BY LOCAL PROFESSIONAL EXHIBIT PROMOTER AND BY BUSINESS COMMUNITY IN TERMS OF PROFESSIONAL EXHIBIT LAYOUT AND PRACTICAL USE OF MECO EXHIBIT SYSTEM. FIRST TIME IN LEBANON AND ME REGULAR TC EXHIBIT TECHNICAL APPROACH IN PRESENTATION AND PROMOTION SEEN.

C. AUB PROVOST E. THABAT IMPRESSED BY ORGANIZATION AND PRESENTATION AND EXPRESSED DESIRE RTDO COOPERATE WITH AUB FACULTIES FOR FUTURE SIMILAR EVENTS.

D. CONSIDERING LIMITED NATURE AND NUMBER AUDIENCE IN LEBANON AND TIME FOR SCIENTIFIC INSTRUMENTS, SHOW ATTRACTED EXCEPTIONAL QUALITY VISITORS AND KEY DECISION MAKING EXECUTIVES FROM REGION. SCIENCE MEETING SPONSORED ANNUALLY BY LEBANESE ASSOCIATION ADVANCEMENT SCIENCE (LAAS) CONCURRENTLY WITH THIS YEAR'S 1ST TIME EXHIBITION WAS APPRECIABLE CONTRIBUTION FOR SHOW SUCCESS.

E. THREE EXHIBITORS PRESENTED FOUR PAPERS AT SCIENTIFIC INSTRUMENT SESSION IN SCIENCE MEETING LAST DAY.

11. REGIONAL CONDITIONS CURRENTLY PREVAILING REQUIRED RTDO ADOPT LOW KEY PROFILE IN US DOC AND EMBASSY FOR EXHIBITION. THIS DID NOT SERIOUSLY AFFECT SUCCESS OF SHOW BECAUSE MARKETING TECHNIQUES ADOPTED BY RTDO FOR EXHIBITION SAME AS TC CAMPAIGNS BUT PRIMARILY UNDER LAAS COVER. KNOWLEDGEABLE INDUSTRY SOURCES HAVE STATED NUMBER OF VISITORS ATTENDING FROM OUTSIDE LEBANON NOT LESS THAN EXPECTED UNDER PREVAILING UNCLASSIFIED

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CONDITIONS IN AREA. SCIENCE MEETING REGISTRATION AND NUMBER PAPERS PRESENTED HOWEVER LESS THAN LAST YEAR. LAAS OFFICIALS AND VISITING SCIENTISTS FROM OUTSIDE LEBANON HAVE INDICATED THAT THERE IS A GENERAL TIGHTENING OF INTERCOUNTRY TRAVEL BY THEIR SPONSORING ORGANIZATIONS SUCH AS UNIVERSITIES AND GOVT RESEARCH LABS DUE PRESENT SITUATION. NO UNFAVORABLE COMMENT OR REACTION TO PREDOMINANT DISPLAY U.S. PRODUCTS AS INDICATED BY NUMBER SERIOUS LEADS GENERATED. HOWEVER

BELIEVE THAT CLEAR IDENTIFICATION OF U.S. EXHIBITION IN
PROMOTION AT THIS TIME WOULD HAVE BEEN INJURIOUS TO BOTH
EXHIBITION AND SCIENCE MEETING. INSPITE TWO STUDENT
STRIKES ON CAMPUS DURING SHOW NO OUTWARD ACTION TAKEN
AGAINST EXHIBITION ALTHOUGH BY THIS TIME U.S. PARTICIPATION
WELL KNOWN.
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